



FEBRUARY, 1976





#### SIMPSONS DIGGER EXECUTIVE

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## THE FITNESS RACE

The glove has been cast and a challenge is “a-foot,” or should I say a foot-race. **DON BLAIR**, Merchandise Manager, and **NEVIL SIMPSON**, Manager of Radios and Television, Lamps and Pictures, are the two main rivals; but this challenge is extended to all those who think themselves **fit**. The race, a two-mile run, is to be held in April. May the best man or woman win!

## VISITORS TO THE SEARS CATALOGUE CENTRE

**December 3, 1975**

**MR. M. F. ANDERSON**, General Manager, Methods, Planning and Development, D/731C, Toronto.

**December 12, 1975**

**MR. NORMAN FLYNN**, Catalogue Sales, Manager, Dept. 601, Toronto.

**January 12, 1976**

**MR. NEIL M. WHITMORE**, Supervisor, Dept. 630, Paints & Wallcovering, and  
**MR. LORNE K. FRYER**, Buyer, Wallcovering, Brushes, Rollers, Dept. 630.

## My Garden

I look out on my garden,  
But all I see is snow.  
Of all the pretty flowers and plants,  
Not one its head will show.

I look out on my garden,  
Where I spent so many hours,  
Such happy hours of peace and love,  
Among my ferns and flowers.

I look out on my garden,  
And tears come to my eyes,

My heart grows cold and heavy,  
As I think how a flower dies.

I look out on my garden,  
And my thoughts speed on ahead,  
When all my little bulbs and flowers,  
Will awaken from the dead.

I look out on my garden,  
And my heart grows light and gay,  
As I think of the promise of Easter,  
Nature's Resurrection Day.

—Gladys Stratford

Cover photo—courtesy Vivian Holland



# Welcome to the 25 year club - SEARS

We welcome **MARY SERBIN** to the 25-Year Club. Mary was presented with a gold watch and 25 red roses by Store Manager Mr. Huggins, January 15, 1976.

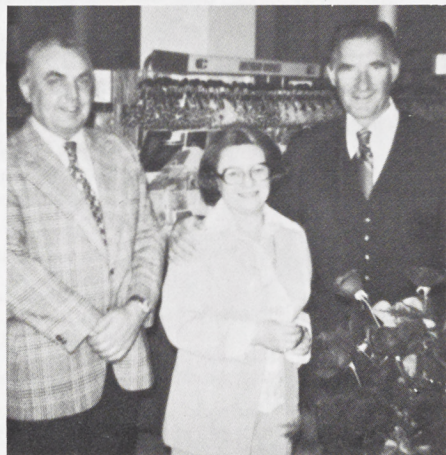
Mary is all Saskatchewan; born in Regina, attending public school in Lumsden and high school at Central Collegiate, Regina. After graduating as a Pharmacist from the University of Saskatchewan in Saskatoon, Mary apprenticed at Brownlee Drugs, and before coming to Simpsons, she worked at McNeill Drugs.

Mary is married and she and her husband, Dan, have one boy, Brent, age fifteen.

Besides raising a family, Mary reads a lot, likes to keep a garden, and is quite good at charcoal sketching. Travel is another pastime both she and her husband enjoy. They are looking forward to this year's 25-Year Club trip to Toronto. Mary says she thinks they will take some of their holidays this year in conjunction with

the trip and see Ontario and points East.

Mary wishes to thank her many friends for the lovely gifts she received, including the suit case and matching wallet.



**LEONA VAN HEUSDEN**, Dept. 150, Dept. 29, celebrates 25 years of service with Sears, February 22, 1976.

Leona was born and educated at Weyburn. She came to live in Regina in 1948, which is when she was employed at the Army & Navy store for two years. She then went to work in Winnipeg for six months. When she returned to Regina, she started working for the Sears Company in 1951 in the Recording Dept. She was employed there for about two years and was transferred to Dept. 29 where she is at present.

Leona enjoys needlework, gardening and travelling.

Welcome and congratulations on joining the 25 Year Club.

## OVER 25 YEARS OF SERVICE — SEARS

**MRS. RUTH CASE**—Personnel ..... February 22, 1976 ..... 30 years



# SIMPSON'S SUGGESTION AWARDS



The above people were recipients of suggestion awards.

Back row (left to right): **Mr. August Flaman**, **Mr. Roger Huel**, **Mr. Warren Bickford**, **Mr. Steve Pryshlak**.

Front row (left to right): **Mrs. Margaret Stadnyk**, **Mrs. Eileen Gnus**, **Mrs. Joan Kirshner**, **Mrs. Sonia Sagasz**.

Parker Pen Good Thinking Awards were presented to these people:

**Mr. August Flaman**—Warehouse Operating

Mr. Flaman expressed concern about incomplete and incorrect address labels. A Training Bulletin was issued on this subject.

**Mrs. Eileen Gnus**—Dept. 844

Mrs. Gnus voiced concern about loose stick-pins in the children's fitting rooms.

**Mrs. Joan Kirshner**—Dept. 852

Mrs. Kirshner suggested modifications to the wool and needlework pattern fixture.

**Mr. Warren Bickford**—Advertising

Mr. Bickford suggested regular cleaning schedules for his department.

**Mrs. Mary Ziegler**—Dept. 836

Mrs. Ziegler suggested removing a display fixture which was causing damage to hanging merchandise.

**Mrs. Margaret Stadnyk**—Customer Service

Mrs. Stadnyk felt all staff should know that Gift Certificates may be purchased at either the Credit Office or the Cash Office. A Training Bulletin was issued on the subject.

Other awards were as follows:

**Mr. Roger Huel**—Dept. 897 ..... \$25.00

Mr. Huel suggested making an extra carbon copy of all C.O.D. bills to be kept as a department copy.

**Mr. Steve Pryshlak**—Display ..... \$35.00

Mr. Pryshlak suggested making fitting room tags from salvage in the Display department.

**Mrs. Joan Kirshner**—Dept. 852 ..... \$15.00

Mrs. Kirshner suggested moving the wool and needlework pattern fixture.

**Mrs. Sonia Sagasz**—Dept. 855 ..... \$10.00

Mrs. Sagasz suggested purchasing a larger, heavier bag to be used for toys and housewares.

## PARADOXICAL PROVERBS

'Look before you leap,' but remember, 'He who hesitates is lost.'

'Absence makes the heart grow fonder,' but then, 'Out of sight, out of mind.'

'Seeing is believing,' but don't forget, 'The hand is quicker than the eye.'

'The squeaking wheel gets the grease,' but, 'It's the silent sow that gets the swill.'

'Opposites attract,' but, 'Birds of a feather flock together.'

'A picture is worth ten thousand words,' but it took only seven words (and no picture) to express that idea.







## "DECK THE HALL WITH BOUGHS OF HOLLY"

Just before Christmas, at Sears, the staff of the Maintenance Departments, with the artistic work of **Peter Balogh**, Display Dept., provided the setting in the Cafeteria. The Regina Catalogue Centre welcomed the yuletide season with traditional carols on the morning of December 24. Carollers sang "Here we come a-wassailing," "Christ was born on Christmas Day," "Away in a Manger," "Good King Wenceslas" and concluded the program singing "We wish you a Merry Christmas." Greetings from the Company were extended by **Mr. Farr**, who spoke of the past events of the year, the outlook for the New Year, and at the same time expressed appreciation of the contribution of the staff to the progress of Sears. Master of Ceremonies was **Derek Forsyth**; pianist was "**Duke**" **Dey** who returned from a quiet (?) retirement to accompany the carollers at their rehearsals and on this special occasion. Organist was **Don Harrison**; Music Director, **Doris Bennett**; Carollers: **Marj Anderson**, **Jennie Bresciani**, **Donelda Collins**, **Jean Gnius**, **Ann Giesinger**, **Lena Jelinek**, **Juanita Miller**, **Alice Phillips**, **Rod Ramsay**, **Duncan Saunders**, **Olga Schmidt**, **Adelaide Sterzer**, **Frank Stojak**, **Mark Strudwick**, **Bev Wright**.

## ATTENTION, ALL C.S.O.'S

If you have any news that you think would be of interest, forward it to **Garry Gabrielle**, D/153, Regina, and we will be only too glad to include it in the Digger. And if you have any snaps, send them along too. Please be truthful about fish stories, as any stories bigger than mine won't be tolerated.



(This being the United States Bi-Centennial, we felt it appropriate to reprint this recent article taken from an American Sears-Roebuck Employee Magazine.)

"What of the future? When I first lunched with the officers of Sears in October 1924, the feeling was that the company had about reached the limit of its growth, that it was earning handsome profits, that the best course was to keep the business status quo. I took issue with this philosophy, for a company is like a man—it cannot stand still, it must move forward; if not, it begins to move backward."

—General Roert E. Wood.

Prospects for 1925 were very good. Post-war American spirits had risen as fast as the women's skirts. In five years, the number of registered autos on the nation's roads jumped from 9 million to nearly 20 million. Electricity was in more than half the homes—an impressive increase from 1912, when only 16 per cent of the homes were wired. The age of radio was just dawning, writer Scott Fitzgerald was putting the finishing touches on "The Great Gatsby", and colleges were squeezing some 600,000 students into their classrooms. The future looked bright.

At Sears, Roebuck & Co. headquarters — then the world's largest mail-order house — there was dissension in the board room. The year before, Gen. Robert E. Wood had come from Montgomery Ward, where he had tried to sell top management on the idea that retail stores were the way of the future. Woods management didn't buy it. Even Julius Rosenwald, then chairman of the board of Sears, had reservations about his new vice-president's retail store idea.

Wood based his beliefs on his personal study of population movements. "I thought I saw the movement of the farmers to the cities and the extension of good roads."

His observation was correct. The automobile was changing the nation's life style. Farmers no longer needed to order from a catalogue when they could drive into town to do their shopping. And city people, with easier access to stores, also were less likely to order by catalogue.

The thing to do, General Wood said, was to build stores along the nation's growing network of highways, and in the path of the shifting population.

His idea was simple enough, but to mail order merchants, it was revolutionary. Nevertheless, Rosenwald gave Wood an affirmative nod.

On February 1, 1925, a full-page advertisement in the Chicago Tribune read: "At 8.30 o'clock tomorrow morning the Sears, Roebuck and Co. Retail Department Store will open its doors. A sale unprecedented in Chicago's history will then begin. Never has any store in Chicago, or elsewhere for that matter, been able to offer the savings Sears, Roebuck and Co. do!"

On February 2, the doors opened as promised. Some of the values offered were a 50-piece dinnerware set for \$5.75, a wrist-watch for \$6.65, women's dresses for \$1.69, men's suits for \$7.95 and a rocking chair for \$8.95.

"Rosenwald made me a \$1 bet that it would not succeed," Wood related later. "But from the day the store opened, it made money and I collected the dollar."

Store opening followed that year in the Seattle mail order plant, another in Dallas, another in Kansas City and another in Philadelphia.

"There was great opposition from everybody in the mail order organization," Wood recalled. "They thought it would ruin the mail order business. I knew it wouldn't, that each would help the other."

Chicago stores on Lawrence Avenue and 79th Street and a store in Evansville, Ind., were among the eight Sears retail units opened that year which represented Wood's concept of expansion. He explained that "instead of going into the so-called shopping districts, we went on the periphery," ahead of the growth in urban population.

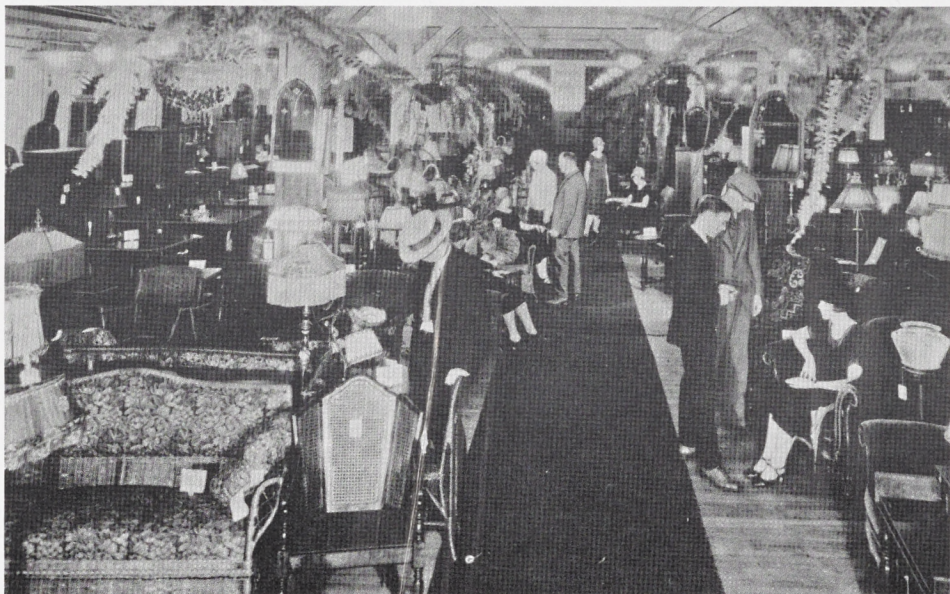
Gross sales of the eight stores during the first year approached twelve million dollars, confirming General Wood's faith in this type of business and convincing Sears top management to expand in this direction.



## S GRIT LED SEARS TO RETAIL



Sears first mail order house,  
an old train station.



*For bargains like \$3.65 fern stands and \$8.95 leather upholstered rockers, Chicago customers quickly grew to like the convenience of shopping Sears Retail Department Store.*



# RETIREMENTS

**RICHARD M. MILLAR**, Warehouse Manager for Simpson's, took an early retirement, January 7, 1976. Dick was born at Bethune and was educated there. After leaving school, he went farming and later moved to Saskatoon to farm. He moved shortly to the mining town of Flin Flon, where he worked in the smelter. In 1941 Dick joined the army and spent five years overseas. He served with the Royal Canadian Dragoons in England, Italy, Belgium, Holland and Germany. On his final leave after the war, in 1946, Dick came to Regina to visit his sister, who worked in the Simpson's Mail Order building. He was offered a job by Mr. Furnell, the Building Superin-

tendent, and started to work with the Maintenance Dept. He was appointed Manager of Caretakers and Watchmen in September 1950. October 1962 Dick was appointed Store Services Manager and in November 1963 he became Warehouse Manager. He joined the 25 Year Club, May 20, 1971.

Dick is married, with one son and one daughter. Dick and his wife, Betty enjoy their dart league. He enjoys all sports. The Millars' favourite spot is their cottage at Regina Beach. Dick enjoys his time there, putting around the cottage and playing golf.

We wish you the very best in your retirement, Dick.



**GERTIE BECK** took early retirement January 7, 1976, after 33 years' service with Sears, because of ill health. Gertie was born in Disley, Sask., and attended Little Lake school. She came to Regina and eventually to work in the Maintenance Department at Sears. She took a typing course at night and when completed was transferred to the Buying Dept., then to the Order Review and finally to Customer Service. In this time she took a correspondence course and obtained her high school education.

She is very active in the St. Paul's Pro Cathedral. Her hobbies are knitting, sewing, reading and travelling. On the day of her retirement, she received gifts from the Company and the Department and her many friends throughout the building. A supper was held in her honour by the Customer Service Department and other departments where she had worked.

We wish you much happiness and good health in the coming months, Gertie.



**ANN POLOWICK**, Dept. 155, retired from Sears on January 9, 1976.

Ann was born at Theodore, Sask., and educated at Calderville and Theodore schools.

All of her business career has been at Simpson's Retail and Sears. She was first employed at Simpson's Cafeteria as a holiday replacement for the months of July and August, and then in September and October. She was then employed at Sears for the Christmas rush in Packing as a pre-sorter. She became a part-time employee in April of 1955, working in the Cafeteria, and in July of 1956 was transferred to Group Operating as a presser and seamstress on full-time staff. When the change was made to returns handling, she became a returns conditioner and moved to the new system in August-September 1974.

Ann is married, with two children, a son and daughter, with four grandchildren. She retires to have more time at home with her children. Mr. Farr made the presentation of a digital radio.

Wishing you all the best during your retirement, Ann.



## SEARS OUTFITS CANADA'S ALPINE SKI TEAM

These are the members and coaches of Canada's National Alpine Ski Team, pictured here in front of the Headquarters Building in Toronto, before they left that day for training in Argentina and Chile.

Ski Canada is a member of our Sports Advisory Council. Simpsons-Sears supplies the national ski teams with their dress clothing. Ski Canada has done a great deal of testing and developing of skis and equipment, which are sold exclusively by Simpsons-Sears.



# THE SHOPLIFTING PROBLEM

## SHOPLIFTERS STEAL PROFITS, FUTURE BENEFITS, AND JOB SECURITY . . . WE ALL LOSE

Sales personnel are actually in the best position to notice someone suspicious. Remember, a suspicious shopper is not necessarily someone with beady little eyes, covered with dark glasses and sporting a large coat. And, although 65 per cent of all arrests involved people under 18 years old, one can't categorize the typical shoplifter as a young person, either. Very few are kleptomaniacs. Shoplifters come in all sizes, male and female, young, old, well-dressed or poorly dressed. In short, shoplifters today represent a cross-section of society.

Actually the only thing shoplifters have in common is a common motive: they come to us to get something for nothing. Therefore, searching for **suspicious-looking** customers will probably get you nowhere. But shoplifters **do** perform similar actions, so instead look for **suspicious-acting** shoppers. Here are a few pointers:

1. Let the shopper know you are watching him/her. A simple "May I help you?" may ward off one suspect.
2. Be aware of the quiet, nervous individual, especially one who refuses assistance and may spend long periods of time inspecting merchandise.
3. Keep an eye out for customers toting large handbags, coats (especially on hot days), shopping bags, especially empty shopping bags—this is a dead give-away—why would anyone want an empty shopping bag unless he/she expected to fill it?
4. Watch shoppers using dressing rooms, which are a haven for shoplifters. Report any "funny" situations immediately to the security department. Also keep in mind a popular ploy of female shoplifters who go into a dressing room thin and come out "pregnant".
5. Keep a mental note of those who return to your division several times a day and loiter, yet don't purchase anything. Many wait for just the right moment to grab something while you're preoccupied.
6. Be especially alert of two or more customers who may momentarily take you away from your division or terminal. Meanwhile an accomplice takes money or merchandise.

Most important, once you see something suspicious, follow through with a call to security. Security personnel will tail the suspect, observe him/her, apprehend the shopper and make the charge stick. It is vital that employees on the sales floor notify the security department before the theft takes place; a security person must witness the act in order to testify in court as to the suspect's actions. Arrests cannot be made on hearsay.

In addition, a security officer must see the suspect conceal the merchandise, neglect to pay for the item and, lastly, leave the store with the item before the shoplifter can be apprehended.

Never be afraid of "bothering" the security department with your suspicions. Shoplifting has increased, so naturally, you will have more and more suspicious-acting shoppers. Security personnel would rather answer 50 negative reports than let one shoplifter get away.

The two most powerful weapons against shoplifting are the education of children that shoplifting is stealing and a serious crime, and the employment of alert personnel. Shoplifters "lift" more than merchandise. They steal profits affecting our profit sharing, future benefits, and job security. When the company loses merchandise, we all lose.

## NEW APPOINTMENTS— SEARS

**MR. MARTIN FINK** assumed responsibility for the supervision of the Thursday night and Saturday operations on January 8, 1976.

**MR. TOM C. BROWN**, previously Big Ticket Salesperson, Brandon C.S.O., was appointed on October 27, 1975, Manager at Weyburn C.S.O.

Previously Big Ticket Salesperson,

Fort McMurray C.S.O., **MR. DAVID M. HOLLYOAKE** was appointed Assistant to the C.S.O. Operating Manager, Dept. 382, November 10, 1975.

**MR. O. ROY WILEY**, previously Manager of Packing and C.S.O. Shipping, was appointed Customer Service Manager, on January 1, 1976.

**MR. ORAL FLADELAND**, previously City Delivery Dispatcher, was appointed Manager, Packing and C.S.O. Shipping, in Regina, January 1, 1976.



# SOCIAL NEWS

November 21, 1975, **MRS. DEBBIE FIESEL**, Customer Accounts, was presented with rocking chair planters, prior to her leaving the Sears Company. All the best to you and your husband, on his transfer to North Battleford, Debbie.

**MRS. LORETTA SCHILL**, Customer Accounts, was presented with an engraved charm and pendant watch, upon her leaving on December 4, 1975. Loretta will stay at home with her family.

Born on December 16, 1975, a daughter, Tracey, to **ROD** and Gloria **RAMSAY**. Rod works in the Sears Credit Dept.

Mr. Bill Brown presented **BILL BOEKER**, Sears D/382, with a pewter cigarette lighter and golf balls, when he transferred to Vancouver. Our best wishes go with Bill and Thea and family.



**ARNOLD BANGA**, Senior Stockman, D/54—5th floor, and his wife, Mary, are proud to announce the birth of a bay girl, Noelle Joy, on December 20, 1975.



The staff of the Weyburn C.S.O. held a farewell dinner in honour of **SHIRLEY TILLISON**, prior to her move to Victoria, B.C.

Mr. John Parly presented **BRENDA JARVIN**, Sears D/382, with a sterling silver charm bracelet, when she left the Company to take up a new position.



**MISS ETHEL SWAYZE**, Supervisor of the Cash Office at Sears, retired on January 7, 1976, after more than 46 years continuous service with Sears. She was honoured at a banquet at Emperingham's, attended by 115 of her fellow workers. Mr. Pielt, Master of Ceremonies, reviewed her progress through many departments and presented her with a ring from her former and present superiors. Ethel also received a box of 'items' to keep her busy at home. Mr. Farr complimented her on her dedication to the Company and her staff, mentioning that she had presented each one of her present 'girls' with a piece of needlepoint which she had worked on especially for them. A song was sung by Miss Doris Bennett, Mr. Stojak, Derrick Forsyth, Donelda Collins and Janice Haider, which brought a laugh from those present. On January 7 she received a figurine from the Cash Office girls. A contribution by the Company together with donations from her friends throughout the building, made it possible to purchase a watch for Ethel and give her a money tree. She also received gifts from her family and special friends. We wish Ethel a long and enjoyable retirement.

The Customer Service Dept. of Sears enjoyed a dinner at the Sahara Nights Restaurant on January 13, 1976, on the occasion of **GERTIE BECK'S** retirement.

**KAY EVANS**, Simpson's, Dept. 855, bereaved the passing of her brother, John Baird, South Africa, Oct., 1975.

**JACK BRADLEY**, Simpson's, Dept. 895, bereaved the passing of his father, December, 1975.

**ROGER HUEL**, Simpson's, Dept. 897, bereaved the death of his sister, January 21, 1976.

**RUDOLPH DOERING**, Simpson's, Service Building, bereaved the death of his brother, Walter, on January 15.





The Sears staff in Hudson Bay, Sask., recently celebrated a move into a new location. Sears now inhabits the former New Bay Cafe. Pictured above are, left to right: **Una Sjoberg, Karen Bracken, Betty Myhr and Fred Lobb.** Coffee and doughnuts were served to 200 people.

### Hospitalized—Sears

Rose Schaeffer .....	Dept. 150
Betty Cook .....	Dept. 134
Delores Petz .....	Customer Accts.
Emily Putz .....	Group 4
Ken Wright .....	Dept. 150
Peter Klassen .....	Dept. 150

### BEREAVEMENTS — SEARS

**MR. REG. PALMER**, Dept. 198B, was bereaved by the death of his sister.  
**MRS. CLIFTON**, Catalogue Shopping, passed away Friday, November 21, 1975.  
**MRS. FLORA (FLUFF) RING**, Dept. 156, bereaved the death of her father.  
**MRS. TILLIE HAUBRICK**, Dept. 150, and **MISS BETH URSCHER**, Dept. 145, were bereaved by the death of their mother.  
**MRS. MURIEL HILEMAN**, Innisfail CSO, was bereaved by the death of her brother, George.  
**MISS JOANNE WELTER**, Dept. 205, Data Processing, was bereaved by the death of her father.  
**MRS. KAREN KAYTOR**, Group Operating 2, was bereaved by the death of her father.  
**MRS. LAURA CONKLIN**, Manager, Kamsack CSO, bereaved the death of her husband.  
**MRS. RUTH SPLETT**, Dept. 150, bereaved the death of her sister.  
**MRS. GLENNIS GRAY**, Dept. 157, bereaved the death of her mother.

### CAMERA CLUB

In honor of **MISS ANN DAWSON**, who was a charter member of Simpson's and Sears Camera Club, and who passed away November 14, 1975, the Camera Club members wish to advise that they have purchased a trophy to be called "The Dawson Memorial Trophy." This trophy will be used for annual competition within the Club, with the subject to be advised at the beginning of each new season.